

3A16

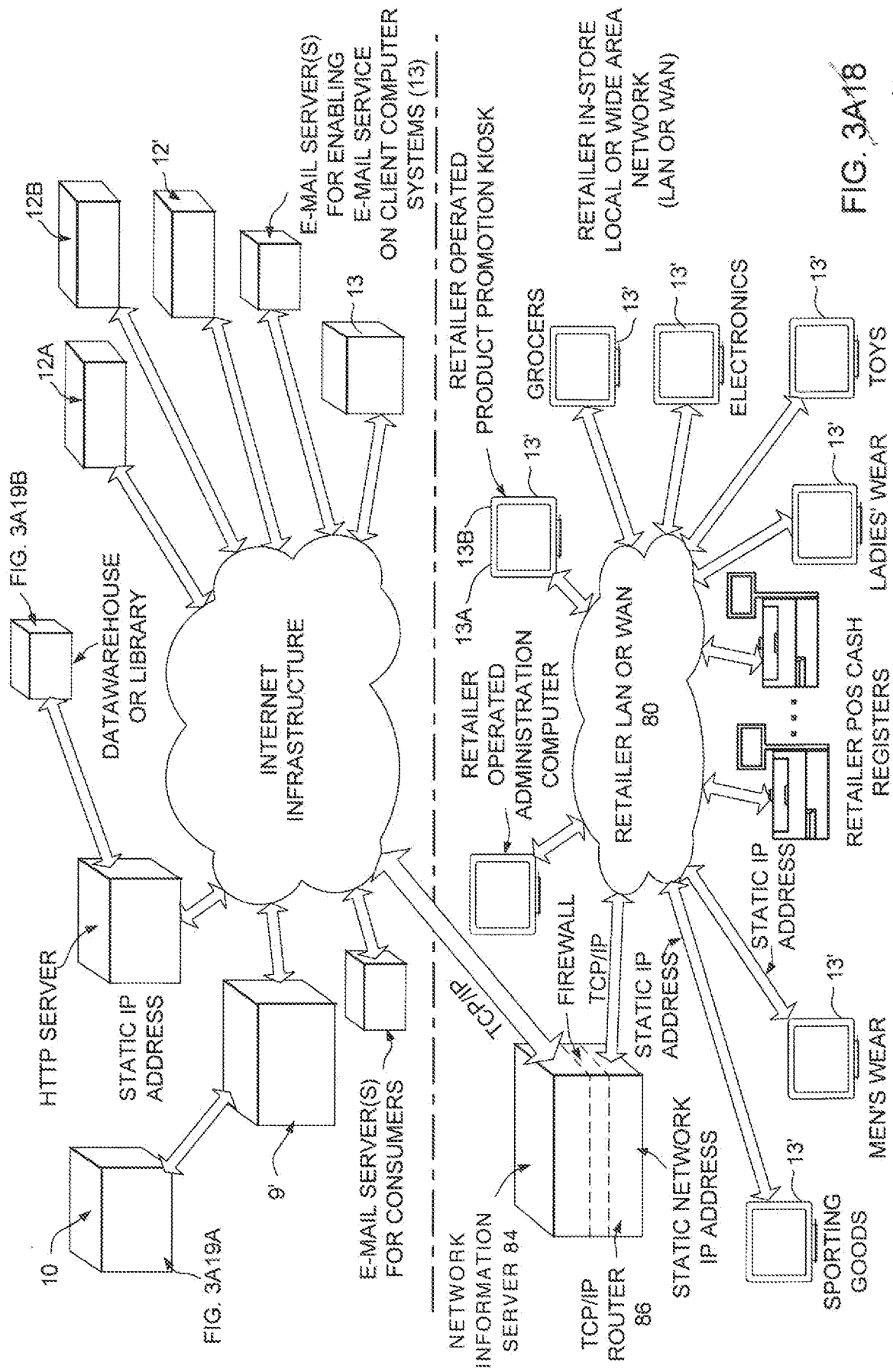


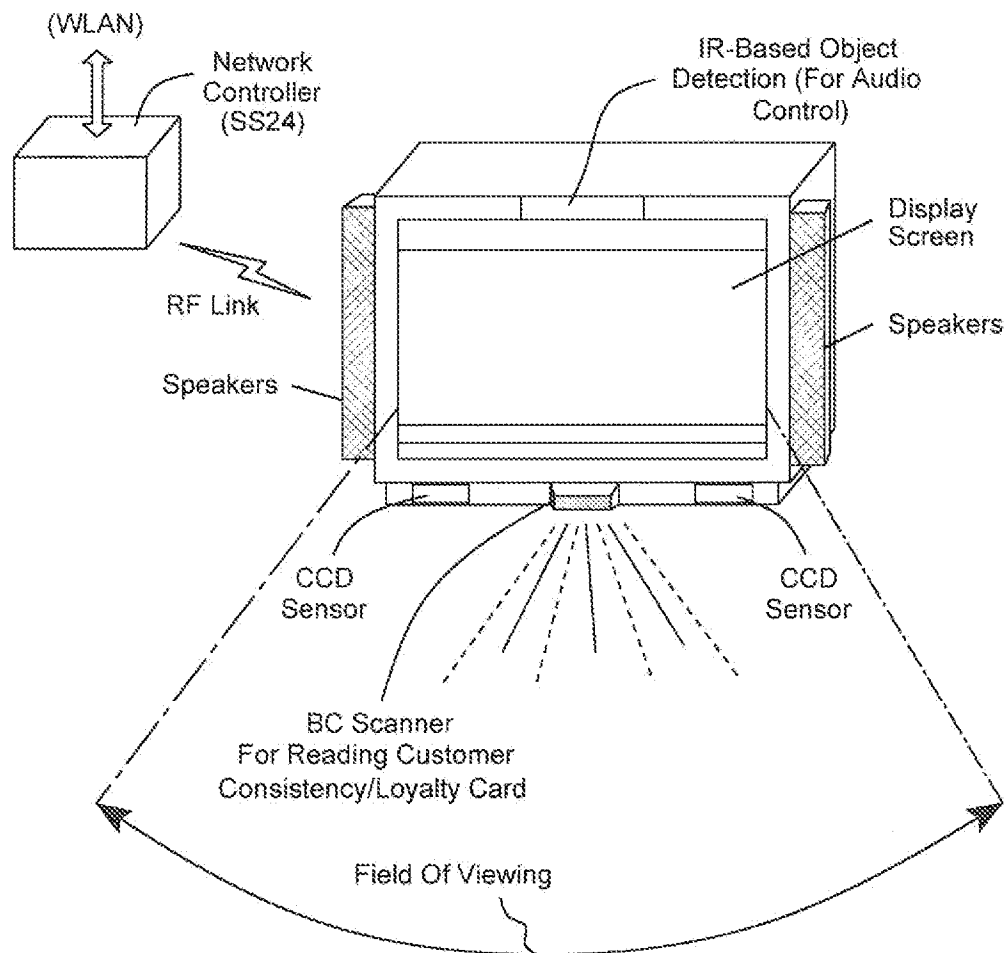
FIG. 3A18

3A17

UPN	RETAILER	URL NO.1	***	URL NO. N	TRADEMARKS	PRODUCT DESCRIPTION	E-MAIL

• • •	• • •	• • •	• • •	• • •	• • •	• • •	• • •

FIG. 3A19A
3A18A



Features:

- Eye Training And Accounting Subsystem
- Tracks Detected Eyeball

FIG. 3A19C

3A18B

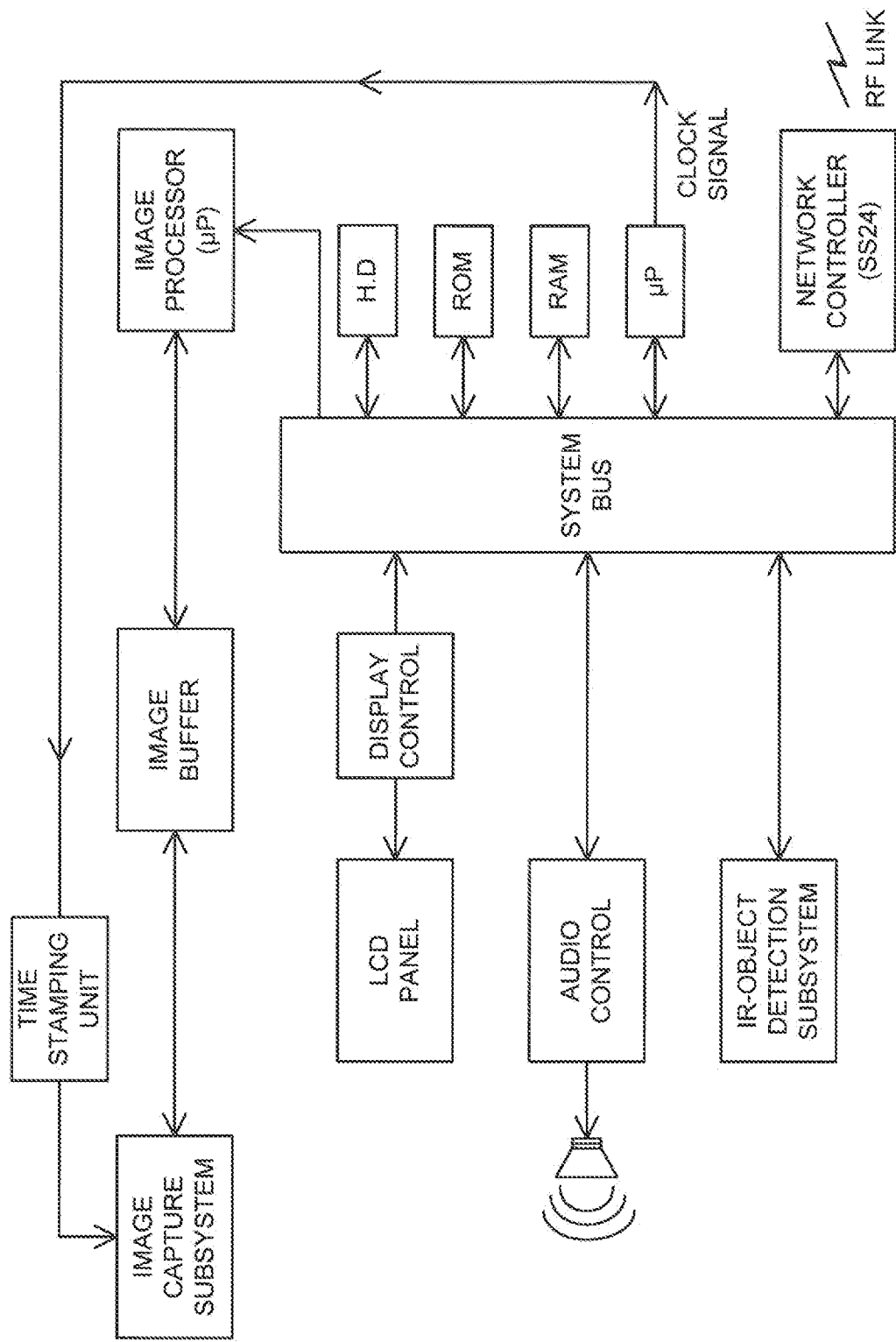


FIG. 3A19D

3A18C

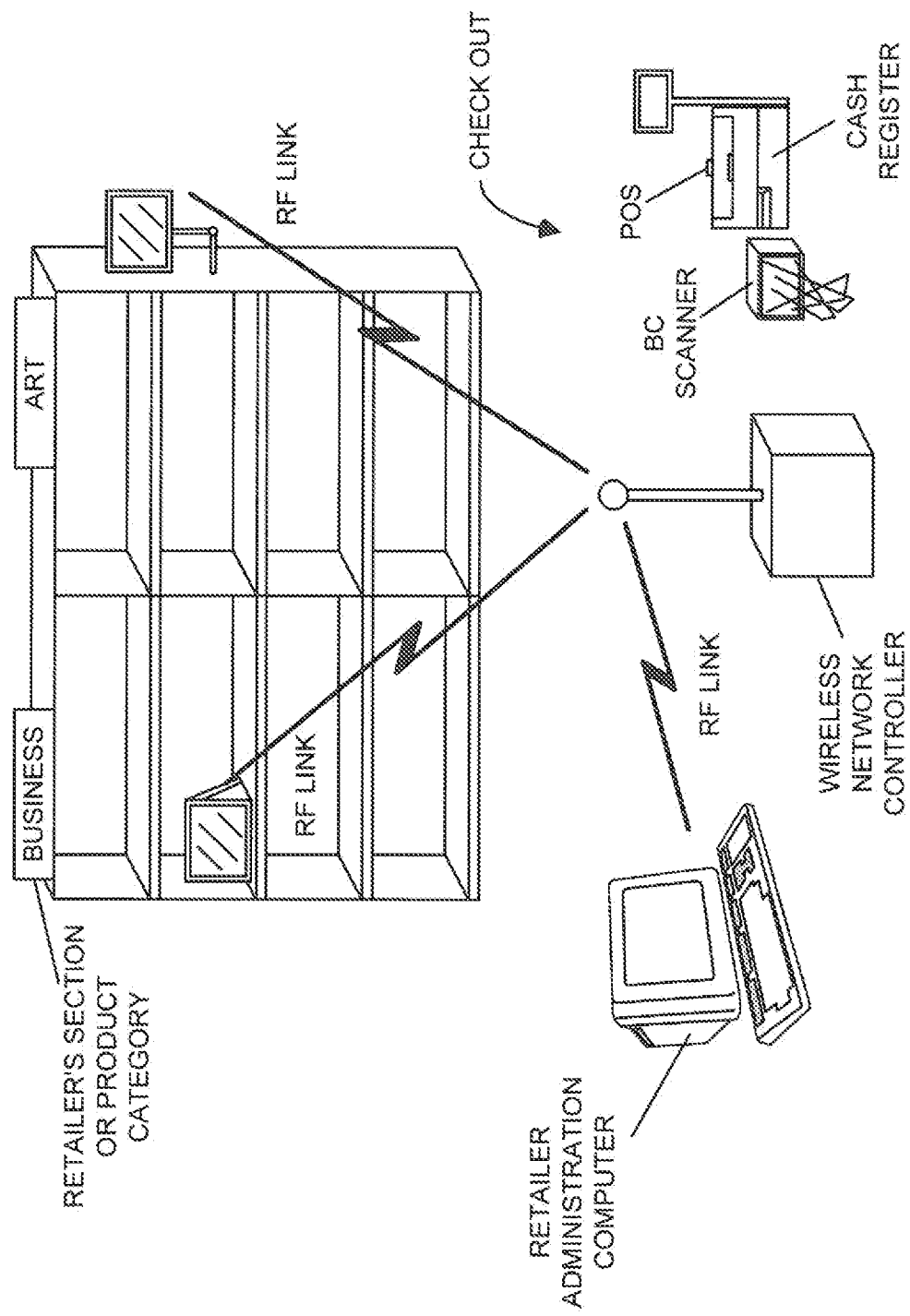


FIG. 3A20

SA19

<p>DISPLAY FRAME FOR DISPLAYING THE RETAILER'S IDENTITY/IMAGE SELECTED BY RETAILER (URL-DF1)</p>	
<p>DISPLAY FRAME FOR DISPLAYING A PRODUCT ADVERTISEMENT CREATED BY MANUFACTURER AND/OR AGENT THEREOF (URL-DF2), AND SELECTED BY RETAILER</p>	
<p>DISPLAY FRAME FOR DISPLAYING A PROMOTIONAL MESSAGE ABOUT THE ADVERTISED PRODUCT, SELECTED BY RETAILER (URL-DF3)</p>	
<p>DISPLAY FRAME FOR DISPLAYING THE LOCATION OF THE ADVERTISED PRODUCT IN THE RETAIL STORE OR IN THE RETAILER'S ELECTRONIC STORE, SELECTED BY RETAILER (URL-DF4)</p>	

FIG. 3A21A
3A2.0

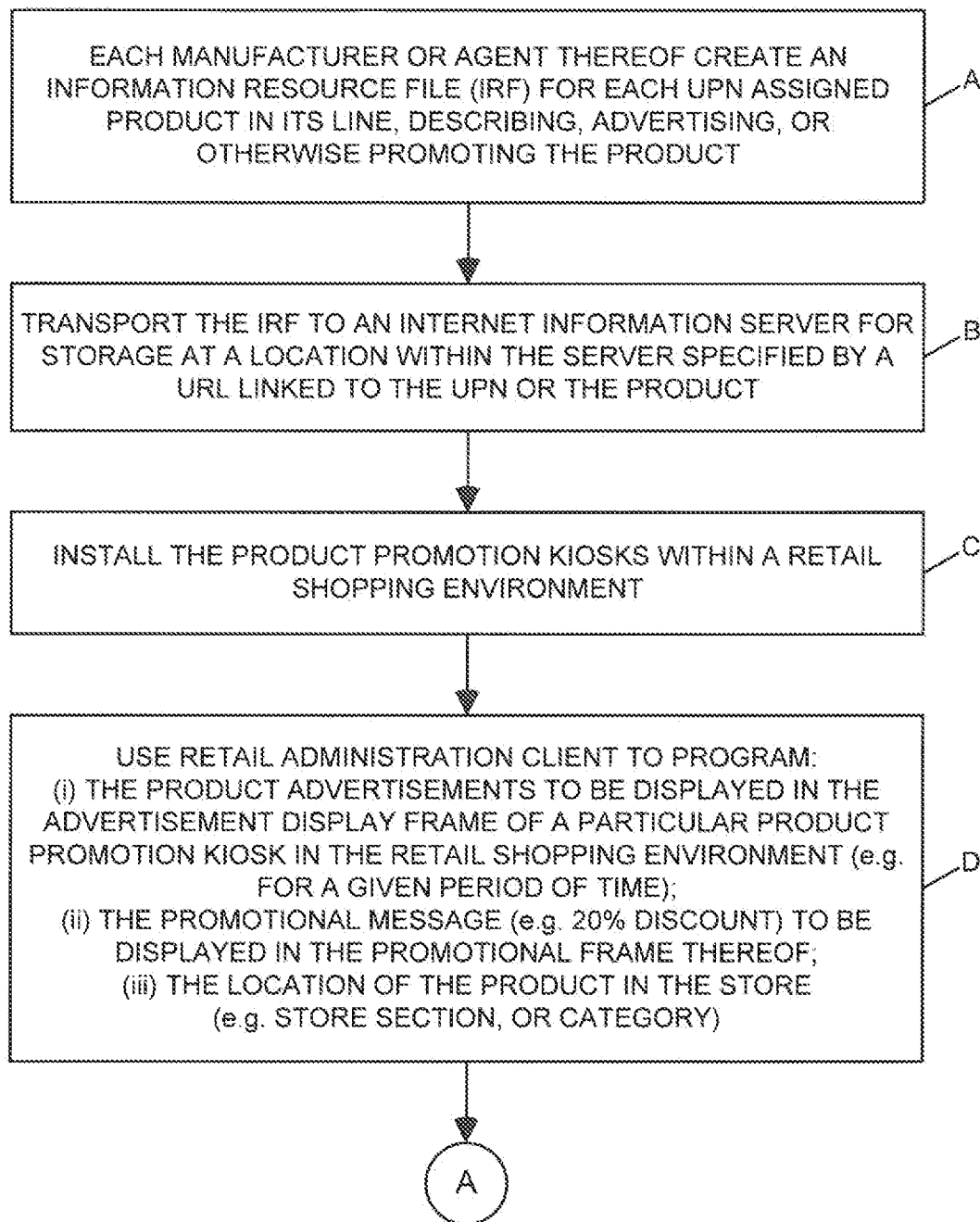


FIG. 3A22A

3A21A

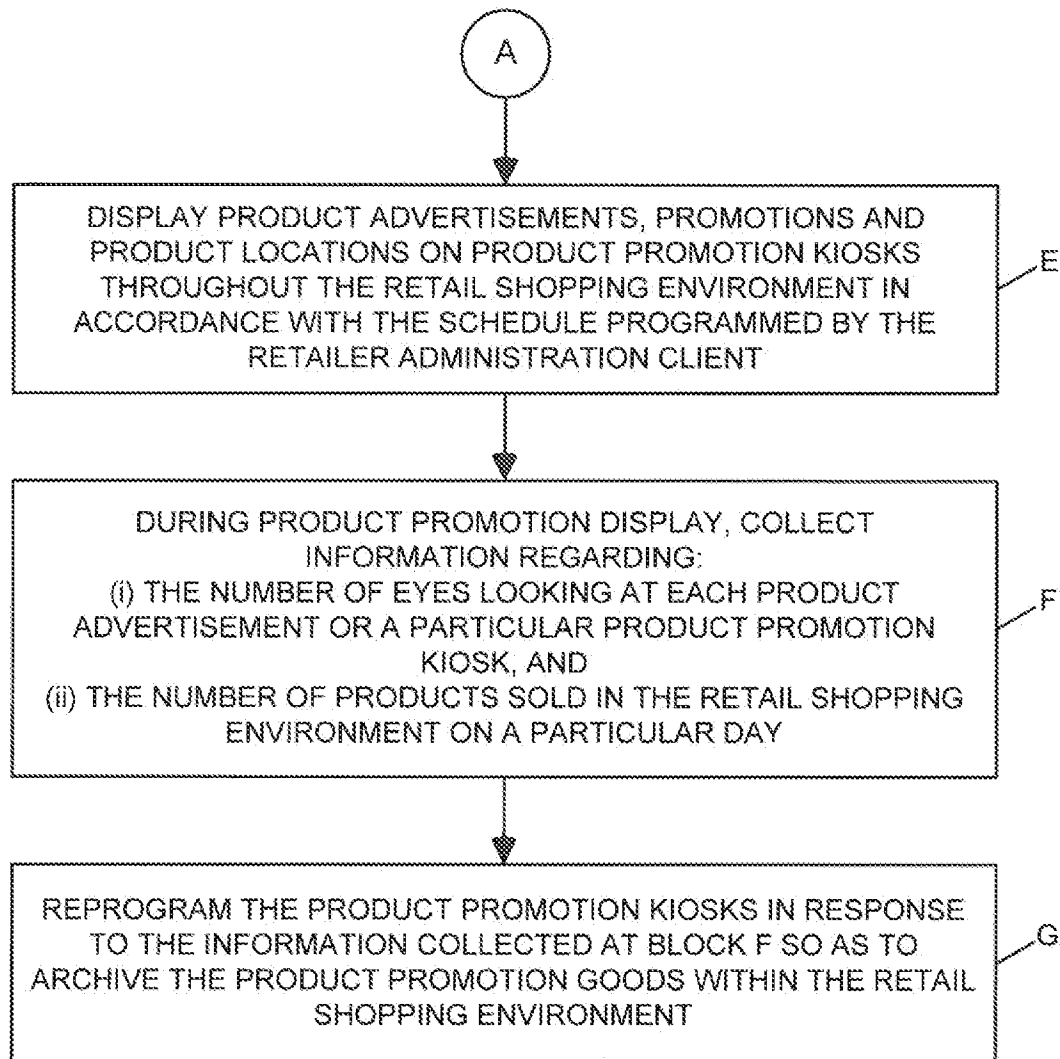


FIG. 3A22B

3A21B

UPN (PRODUCT)	TIME/DATE	EYE COUNTS	URL/AD	# OF UPN SOLD ON SAME DATE	# OF UPN SOLD ON 2ND DATE	# OF UPN SOLD ON 3RD DATE	# OF UPN SOLD ON 4TH DATE

REPORT

FIG. 3A24
3A23

The BrandKey™ System Architecture (2') BrandKey Create™, BrandKey Display™, BrandKey Promote™, BrandKey Request™ Subsystems (501, 502, 503, 504)

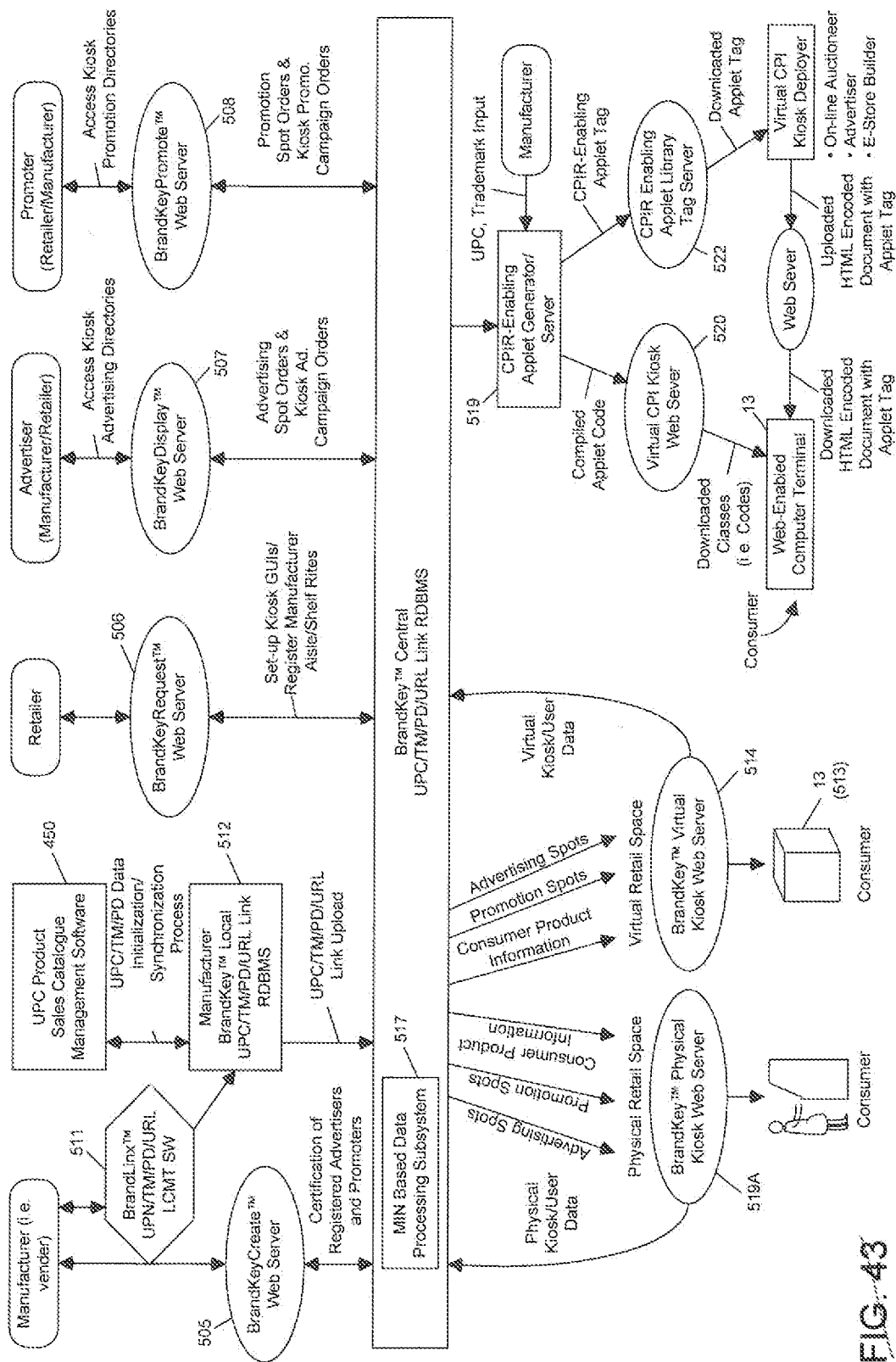


FIG. 43

Figs 43A and 43B